

USING THE MATRIX FOR YOUR OWN BENEFIT

**Building Connections
Through the Internet
of
Social Media**



Social Media can be a lot of fun. It's designed to bring people together and give them a place to share photos, videos, thoughts, ideas and life events. Social Media sites are a matrix of computers inter-linked constantly sharing information about us. All because, knowing who you are, what sites you like to visit and any number of bits of personal information about you is big business. There are millions of companies trying to target their advertising to specific people who are likely to purchase their products. That's why our information is constantly being bought and sold, and why so much time, energy and money is spent tracking us. We know that this is the world we live in, and we either have to just stop using computers and cell phones, go to some really great lengths to avoid being tracked or accept it. I think most of us have accepted it on some level, at least for our day to day web surfing and social media accounts. So the question then becomes, "How can we use this matrix for our own benefit?"

Social Media for Business

If you're someone who really enjoys social media you may want to do some of these methods for your own enjoyment, but in general the information here is for people who look at their social media accounts as part of their business and not something just for a pastime. If you are using social media as a business then that means you likely have a website. If you don't, you need one. You don't want the goal to be for people to get to your Facebook page. You want the goal to be that they come to your website and can see detailed information on whatever offers you have. Facebook and others can be great just for getting your phone number or website address out but it's much better to have someone take a look at your website than for them to just see a post you made. Studies show the longer you stay on a website, the more likely you are to purchase something.

With that being said, if we are using Social Media for business, the goal of our social media accounts should be getting people to our website so that they ultimately become a customer or client. That means building relationships with people. This is the most important thing to always remember about social media. You can do all types of tricks to boost your virtual popularity and different linking strategies but it all comes down to how many people really like what you're putting out. Always keep this in mind first with everything you put out, but now we will talk about how to use this matrix beyond just your personal group of friends and colleagues.



So in a world of billions of people on Social Media how can we stand out? Most people don't have thousands and millions of friends and business associates. So how can you reach beyond your circle? You must use social media to network and to build your own little internet of social media sites. Social sites can greatly boost your website ranking bringing more visitors to your site. Those

visitors can share your site with others on social media and the cycle goes on and on.

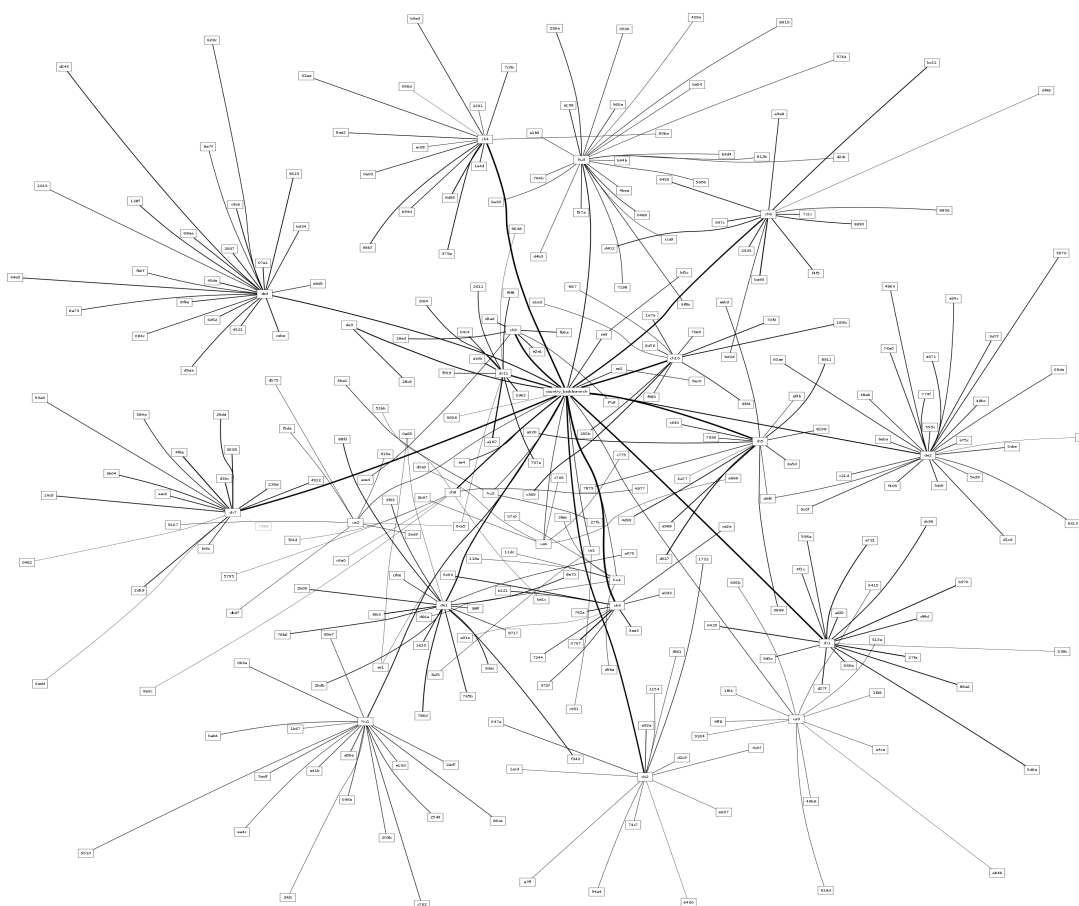
What If You're Starting From Scratch

That's all well and good but we need to know how to kick-start the process if we're starting from scratch. First we need great content for our website. That part is outside the scope of this manual but once we have content, one of the quickest ways to get a site off the ground is with links from lots of different social media and social bookmarking services. Sometimes it's possible for a few well placed links to catch a wave and people just flock in, but most of the time you have to build up quite a number of ways for people to get to your site. Then once you have a significant number inroads to your site, people will start following the links and slowly trickling in. The better the content and the better you set up your personal internet the faster this will happen. Some people may need to see a link to your site several times before they decide to click and others will show interest right away. If you do everything right, as time goes on your visitors should grow.

Building your own little personal social media internet is a simple process to understand but it can be time consuming if you don't have the right tools. Doing it by hand can easily be a full time job and if you have a large company it can be very beneficial to have someone handle your social media accounts full time. Now let's get to the meat of how you [boost your website to the top of Google](#) and bring in crowds of visitors.

Take a look at the picture below. This is the topology of the Enigma Box showing how their servers are connected. The Enigma Box is unrelated to the

topic at hand but I placed this image here because it is also a perfect representation to give you an idea of how your social media and social bookmarking should be set up.



Imagine your website is the server right there in the middle. Notice how there are links from close and from far away. Also notice that not ever server is touching yours directly but they still all feed in by way of another page. This third layer of servers feed into the secondary servers that redirect to your site. You could even extrapolate from this and add a fourth layer. This is exactly how you should set up your social media accounts and bookmarks in relation to your site. Not only should you have pages linking into your website but you should have pages linking to the pages that link to your website. For example your Facebook and Twitter feed into your website and you have social bookmarks

from smaller sites for each post about your website,

Let's back up a minute though. Remember that it's all about people, so if we want to give our site a big head-start with getting a lot of traffic we have to make these links look natural. Which means growing them in a way that people naturally would share. Otherwise Google will penalize the site. That means building links and traffic at a reasonable pace. We don't want to have no traffic today and have 100,000 links pointing to our site the next day. We don't want a 10,000 links from one major site and none from others. It needs to be a smooth ascension. Google's algorithms will see any huge increases that seem to sharp and instead of being rewarded we'll be penalized. Obviously you're not going to be able to build up 100,000 links by hand in a day but I mention this because the tool I'm sharing with you in resources is so powerful it can make your rankings too good and draw negative attention from search engines. So if you use it, use it responsibly and don't get too greedy.

Resources

For those that want to build their internet by hand, I have included some basic guidelines for Facebook, Twitter and LinkedIn. A lot of the things here will also apply to other sites. It's just about getting the feel of those sites and catering to the members. In *How to Make a Living From "Home"* I listed a tool for [building websites around low competition keywords](#) and getting to the top of Google without having to really do any promotion. However the tool I'm presenting now is a way to almost [force a website to the top of Google](#) even for high competition keywords with built in consistent promotion. It is powerful so use it with care. If you're interested in this type of promotion [click here](#).

If you're interested in Video Promotion through YouTube, there is a great program you can use to [supercharge your YouTube promotion](#). You can check it out [here](#).

UNDERSTAND YOUR AUDIENCE



Know your target audience(s)

Tip: Get specific. Create personas.



You're busy. So are they.

Add value. Don't waste your time or theirs.



It's not all about you

Others like comments/shares/likes as much as you.



Limit the pleas for help

Keep this well below the 10% mark.



Be responsive

Always respond within 24 hrs. Aim for less.



Be consistent

In terms of quality, frequency and voice.

PLAN YOUR CONTENT



How much time do you have?

Be realistic. Block out time. Stick to it.



Monthly: content strategy

ID what's coming up. Schedule campaigns.



Monthly: key messages

Define key messages for campaigns & events.



Use an editorial calendar

Download a free one at [TopNonprofits.com/edcal](http://topnonprofits.com/edcal).



Weekly: batch content creation

Maximize time. Minimize mental gear shifts.



Scheduling posts in advance OK

Tip: vary timing slightly and avoid :00 and :30.



Check feeds at least 2x per day

If only 2x, then mid morning & late afternoon.



How will you measure success?

Predict. Measure. Review. Rinse. Repeat.

<http://topnonprofits.com/posting-guide>

facebook BEST PRACTICES



Freq depends on audience size*

<1K (1-3/wk), 1-10K (3-7wk), >10K (5-12/wk)



A picture is worth 1000 words

Video is also great. Tip: Stay inspirational.



Avoid Peak Times (5:30-8:30 pm)

Too much competition from friends and family.



Less but better

Post less often, but give each post extra focus.



Consider boosting (strategically)

Organic reach 📉 If you can, boost important posts.

TWITTER BEST PRACTICES



Post at least once a day.

More is better. Don't forget the weekends.



Space out your tweets

1 every hour max (excluding @replies).



Peak time (9am-1pm) isn't best**

Top CTR & RTs very late/early. Remember weekends.



Don't be a downer

(+) tweets shared 34% more, (-) 13% less.

LinkedIn BEST PRACTICES



Focus on their professional needs

Longer content (~500 words) ok. Don't get sales-y.



ID expert contributors in your org

Both for content writing & group engagement.



Post 1-3 times a week

Be consistent. Use the targeting capabilities.



Include images, slides & videos

These typically get 2x the number of comments.

Top Social Media & Bookmarking Websites With Google Page Ranks

https://twitter.com/	10
https://www.facebook.com/	9
https://plus.google.com/	9
http://www.pinterest.com/	9
http://www.reddit.com/	8
https://delicious.com/	8
http://www.stumbleupon.com/	8
https://www.tumblr.com/	8
http://www.fark.com/	7
http://www.scoop.it/	7
http://slashdot.org/	7
http://www.akter.com/	7
http://www.bibsonomy.org/	7
http://www.diigo.com	7
http://www.webseoexpertservices.com	7
http://www.newsvine.com	7
http://blinklist.com	6
http://www.dzone.com	6
http://www.folkd.com	6
http://www.bizsugar.com	5
http://www.arizonavalueshuttle.org	5
http://www.iesa.co	5
http://youmob.com/	4
http://qqpipi.com/	4
http://aixindashi.org	4
http://www.careep.org/	4
http://www.activaging.org/	4
http://registertovotetoday.com	4
http://www.activaging.org	4
http://www.careep.org	4
http://www.digitalnatives.co/	4
http://www.gpone.info	4
http://www.ptquiz.com	4
http://www.usefulenglish.net	4
http://www.airpim.biz/	4
http://www.youmob.com	4
http://www.bookmark4you.com/	4
http://blokube.com/	3
http://aperfectimage.info/	3
http://cabaneduvelan.info	3
http://bestouyagames.info/	3
http://bynu.info	3
http://chaoticcoding.info/	3

<http://cocosislandsnews.info> 3
<http://desert-dwellers.info/> 3
<http://guter-punkt.info/> 3
<http://jayrigby.info> 3
<http://jazbomb.info> 3
<http://jordaninfo.info> 3
<http://punteglias.info/> 3
<http://midascareteam.info> 3
<http://saintpierreandmiquelonnews.info> 3
<http://salbithuette.info/> 3
<http://sendgift.info/> 3
<http://wildernessact.info> 3
<http://www.emolinks.com> 3
<http://skinnybikiniswimwear.info> 3
<http://theineptowl.info/> 3
<http://yemle.com> 3
<http://x-drl.info/> 3
<http://www.yemle.com/> 3
<http://freeticketopen.com/> 3
<http://www.indofeed.com/> 2
<http://www.addthismark.com/> 2
<http://3-peace.info/> 2
<http://addthismark.com/> 2
<http://epinex.biz/> 2
<http://transd.info/> 2
<http://what-is-internet.info> 2
<http://www.braniewo.net/> 2
<http://www.postolia.com/> 2
<http://milocalbuilder.com/> 2
<http://www.indofeed.com/> 2
<http://sociopost.com/> 2
<http://bookmarkindonesia.com> 2
<http://www.sociopost.com/> 2
<http://6buk.com/> 1
<http://coolpot.com/> 1
<http://www.freesbmblog.info/> 1
<http://www.socialbookmarknow.info/> 1
<http://www.bookmarkinghost.info/> 1
<http://www.followmenow.info/> 1
<http://www.votetags.info/> 1
<http://www.onlinewebmarks.com/> 1
<http://www.greateststory.info/> 1
<http://www.socialbookmarkzone.info/> 1
<http://www.a2zbookmarking.com/> 1
<http://www.bookmarkwiki.com/> 1
<http://www.newsciti.com/> 1
<http://www.bookmarkgroups.com/> 1

<http://www.a1bookmarks.com/> 1
<http://www.votetags.info/> 1
<http://www.bookmarkfeeds.com/> 1
<http://1look4.com/> 1
<http://bookmarkingbase.com/> 1
<http://www.popzu.com/> 1
<http://fortunetelleroracle.com/> 1
<http://www.windowly.com/> 1
<http://999central.com/> 1
<http://1look4.com/> 1
<http://bloggalot.com/> 1
<http://bookmarkbay.com> 1
<http://grupoprofesional.info/> 1
<http://sfcsf.org/> 1
<http://simitrustlaw.info/> 1
<http://www.sluft.com/> 1
<http://www.bookmarkfeed.com/> 1
<http://coolpot.com/> 1
<http://mettablog.com/> 1
<http://6buk.com/> 1
<http://social.wikitechguru.com/> 1
<http://www.freesbmblog.info/> 1
<http://www.bookmarkinghost.info/> 1
<http://www.followmenow.info/> 1
<http://www.socialbookmarknow.info/> 1
<http://www.greateststory.info/> 1
<http://www.sscaspirants.com/> 1
<http://www.fulldoze.com/> 1
<http://uslocalbusiness.com/> 1
<http://www.businesscyclone.com/>1
<http://www.americansview.com/> 1
<http://www.uscommon.com/> 1
<http://www.watchdogarea.com/> 1